



KIRO-TV, Inc.
2807 Third Avenue
Seattle, WA 98121

Media Placement Technologies
500 North Washington Street
Suite 303
Alexandria, VA 22314

Contract # 330785

Schedule Dates 09/11/12-09/17/12
Advertiser Pol/R McKenna/R/Governor (16706)
Agency Media Placement Technologies (4260)
Product Political - Federal Candidate (1067)
Brand Political Candidate (18969)
Salesperson Telerep/Washington DC, Washington DC (1040)
Sales Office Telerep/Washington DC
Buyer Name MEADE,NICOLE
Phone/Fax /
CPE N/A
Account Types National/Political
Billing Type Standard
Comments MCKENNA FOR GOVERNOR
ROB MCKENNA FOR GOVERNOR,

Date Entered 09/10/12
Last Modified 09/13/12
Entered By Dana Dixon
CO-OP No
Headline # 06309949
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$13,212.00
Net Total \$74,868.00
Sales Tax

Seattle (KIRO)

By Broadcast Month	Spots	Rate
Sep. 2012	103	\$88,080.00
Grand Total:	103	\$88,080.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / Spot	09/11/12-09/14/12	3	:30	4:57A- 5:59A (PST)			2	2	2	2			8	\$330.00	\$2,640.00	Seattle (KIRO)	5AM NEWS	9/10/12
2.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	4:57A- 5:59A (PST)		2							2	\$330.00	\$660.00	Seattle (KIRO)	5AM NEWS	9/10/12
3.0	Normal Line / Spot	09/11/12-09/14/12	4	:30	9:56A- 11A (PST)			1	1	1	1			2	\$750.00	\$1,500.00	Seattle (KIRO)	PRICE IS RIGHT	9/10/12
3.0.1	Closed Preempt	09/11/12															Seattle (KIRO)	Program Change/Exception -	
3.0.2	Closed Preempt	09/14/12															Seattle (KIRO)	No Avail/Spot -	
4.0	Normal Line / Spot	09/17/12-09/17/12	4	:30	9:56A- 11A (PST)		1							1	\$750.00	\$750.00	Seattle (KIRO)	PRICE IS RIGHT	9/10/12
5.0	Normal Line / Spot	09/11/12-09/14/12	3	:30	10:57A- 12P (PST)			1	1	1	1			3	\$925.00	\$2,775.00	Seattle (KIRO)	Y&R	9/10/12
5.0.1	Closed Preempt	09/12/12															Seattle (KIRO)	Pre-empt/Exception -	
6.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	10:57A- 12P (PST)		2							2	\$925.00	\$1,850.00	Seattle (KIRO)	Y&R	9/10/12
7.0	Normal Line / Prime	09/14/12-09/14/12	3	:30	9P- CSI: NEW YORK						1			1	\$2,800.00	\$2,800.00	Seattle (KIRO)	CSI:NY	9/10/12
8.0	Normal Line / Prime	09/14/12-09/14/12	3	:30	10P- BLUE BLOODS						1			1	\$2,800.00	\$2,800.00	Seattle (KIRO)	BLUE BLOODS	9/10/12
9.0	Normal Line / Spot	09/11/12-09/14/12	3	:30	4:27A- 4:59A (PST)			1	1	1	1			4	\$180.00	\$720.00	Seattle (KIRO)	430AM NEWS	9/10/12
10.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	4:30A- 4:59A (PST)		1							1	\$180.00	\$180.00	Seattle (KIRO)	430AM NEWS	9/10/12

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Date:

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11.0	Normal Line / Spot	09/17/12-09/17/12	4	:30	7A- 9A (PST)		2							2	\$150.00	\$300.00	Seattle (KIRO)	THIS MORN	9/10/12
12.0	Normal Line / Spot	09/11/12-09/14/12	4	:30	7A- 9A (PST)			2	2	2	2			8	\$150.00	\$1,200.00	Seattle (KIRO)	THIS MORN	9/10/12
13.0	Normal Line / Spot	09/15/12-09/15/12	3	:30	6:57A- 8:30A (PST)							2		2	\$245.00	\$490.00	Seattle (KIRO)	SAT 7AM NEWS	9/10/12
14.0	Normal Line / Spot	09/11/12-09/14/12	4	:30	12P- 12:30P (PST)			1	1	1	1			4	\$275.00	\$1,100.00	Seattle (KIRO)	NOON NEWS	9/10/12
15.0	Normal Line / Spot	09/17/12-09/17/12	4	:30	12P- 12:30P (PST)		2							2	\$275.00	\$550.00	Seattle (KIRO)	NOON NEWS	9/10/12
16.0	Normal Line / Spot	09/11/12-09/14/12	4	:30	3:58P- 5P (PST)			1	1	1	1			4	\$385.00	\$1,540.00	Seattle (KIRO)	JUDGE JUDY	9/10/12
17.0	Normal Line / Spot	09/17/12-09/17/12	4	:30	3:58P- 5P (PST)		1							1	\$385.00	\$385.00	Seattle (KIRO)	JUDGE JUDY	9/10/12
18.0	Normal Line / Spot	09/11/12-09/14/12	3	:30	5P- 5:30P (PST)			1	1	1	1			4	\$700.00	\$2,800.00	Seattle (KIRO)	5PM NEWS	9/10/12
19.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5P- 5:30P (PST)		1							1	\$700.00	\$700.00	Seattle (KIRO)	5PM NEWS	9/10/12
20.0	Normal Line / Spot	09/11/12-09/14/12	3	:30	5:30P- 6P (PST)			1	1	1	1			4	\$650.00	\$2,600.00	Seattle (KIRO)	530PM NEWS	9/10/12
21.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:30P- 6P (PST)		1							1	\$650.00	\$650.00	Seattle (KIRO)	530PM NEWS	9/10/12
22.0	Normal Line / Spot	09/11/12-09/14/12	3	:30	7P- 7:27P (PST)			1	1	1	1			4	\$675.00	\$2,700.00	Seattle (KIRO)	ENT TONIGHT	9/10/12
23.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	7P- 7:27P (PST)		1							1	\$675.00	\$675.00	Seattle (KIRO)	ENT TONIGHT	9/10/12
24.0	Normal Line / Spot	09/11/12-09/14/12	3	:30	7:27P- 7:58P (PST)			1	1	1	1			4	\$625.00	\$2,500.00	Seattle (KIRO)	INSIDER	9/10/12

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25.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	7:27P- 7:58P (PST)		1							1	\$625.00	\$625.00	Seattle (KIRO)	INSIDER	9/10/12
26.0	Normal Line / Prime	09/17/12-09/17/12	3	:30	10P- HAWAII FIVE-0		1							1	\$3,500.00	\$3,500.00	Seattle (KIRO)	HAWAII 5-0	9/10/12
27.0	Normal Line / Prime	09/11/12-09/11/12	3	:30	7:57P- NCIS			1						1	\$4,000.00	\$4,000.00	Seattle (KIRO)	NCIS	9/10/12
28.0	Normal Line / Prime	09/11/12-09/11/12	3	:30	9P- NCIS: LOS ANGELES			1						1	\$4,000.00	\$4,000.00	Seattle (KIRO)	NCIS:LA	9/10/12
29.0	Normal Line / Prime	09/12/12-09/12/12	4	:30	8:57P- CRIMINAL MINDS				1					1	\$2,600.00	\$2,600.00	Seattle (KIRO)	CRIMINAL MINDS	9/10/12
30.0	Normal Line / Prime	09/12/12-09/12/12	4	:30	10P- CSI				1					1	\$2,600.00	\$2,600.00	Seattle (KIRO)	CSI	9/10/12
31.0	Normal Line / Prime	09/13/12-09/13/12	3	:30	10P- PERSON OF INTEREST					1				1	\$3,500.00	\$3,500.00	Seattle (KIRO)	MENTALIST	9/10/12
32.0	Normal Line / Prime	09/16/12-09/16/12	3	:30	6:57P- 60 MINUTES								1	1	\$3,400.00	\$3,400.00	Seattle (KIRO)	60 MIN	9/10/12
33.0	Normal Line / Prime	09/16/12-09/16/12	3	:30	9P- THE GOOD WIFE								1	1	\$3,000.00	\$3,000.00	Seattle (KIRO)	GOOD WIFE	9/10/12
34.0	Normal Line / Prime	09/16/12-09/16/12	3	:30	10P- THE MENTALIST								1	1	\$2,700.00	\$2,700.00	Seattle (KIRO)	NYC 22	9/10/12
35.0	Normal Line / Spot	09/15/12-09/16/12	2	:30	11P- 11:35P (PST)							1	1	2	\$980.00	\$1,960.00	Seattle (KIRO)	WKND NEWS	9/10/12
36.0	Normal Line / Spot	09/11/12-09/14/12	3	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN	6		X	X	X	X			6	\$380.00	\$2,280.00	Seattle (KIRO)	D LETTERMAN	9/10/12
37.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	11:35P- LATE SHOW WITH DAVID LETTERMAN		2							2	\$380.00	\$760.00	Seattle (KIRO)	D LETTERMAN	9/10/12

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38.0	Normal Line / Spot	09/11/12-09/14/12	2	:30	10:59P- KIRO 7 EYEWITNESS NEWS @ 11PM			1	1	1	1			4	\$1,355.00	\$5,420.00	Seattle (KIRO)	11PM NEWS	9/10/12
39.0	Normal Line / Spot	09/17/12-09/17/12	2	:30	11P- 11:35P (PST)		1							1	\$1,355.00	\$1,355.00	Seattle (KIRO)	11PM NEWS	9/10/12
40.0	M/G For 3.0.1,3.0.2 / Spot	09/13/12-09/14/12	4	:30	9:56A- 11A (PST)					1	1			1	\$750.00	\$750.00	Seattle (KIRO)	PRICE IS RIGHT	9/11/12
40.0.1	Closed Preempt	09/13/12															Seattle (KIRO)	Pre-empt/Exception -	
41.0	M/G For 40.0.1 / Spot	09/13/12-09/13/12	4	:30	9:56A- 11A (PST)					1				1	\$750.00	\$750.00	Seattle (KIRO)	PRICE IS RIGHT	9/12/12
42.0	Normal Line / Spot	09/16/12-09/16/12	3	:30	6:57A- CBS SUNDAY MORNING								2	2	\$1,135.00	\$2,270.00	Seattle (KIRO)		9/13/12
43.0	Normal Line / Sports-Football	09/16/12-09/16/12	3	:30	9:56A- NFL FOOTBALL								1	1	\$5,570.00	\$5,570.00	Seattle (KIRO)		9/13/12
44.0	Normal Line / Sports-Football	09/15/12-09/15/12	3	:30	12:30P- COLLEGE FOOTBALL							1		1	\$925.00	\$925.00	Seattle (KIRO)		9/13/12
45.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	4:57A- KIRO 7 EYEWITNESS NEWS @ 5A		1							1	\$330.00	\$330.00	Seattle (KIRO)		9/13/12
46.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	5:56A- KIRO 7 EYEWITNESS @ 6A (CONT.)		1							1	\$455.00	\$455.00	Seattle (KIRO)		9/13/12
47.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	7A- CBS THIS MORNING		1							1	\$225.00	\$225.00	Seattle (KIRO)		9/13/12

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48.0	Normal Line / Spot	09/15/12-09/15/12	3	:30	11:35P- THE INSIDER							1		1	\$195.00	\$195.00	Seattle (KIRO)		9/13/12
49.0	Normal Line / Spot	09/17/12-09/17/12	3	:30	4A- CBS MORNING NEWS		1							1	\$45.00	\$45.00	Seattle (KIRO)		9/13/12

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